

**In the Claims:**

A complete listing of the claims is set forth below.

1. (Currently Amended) A computer readable medium containing an executable method ~~computer implemented method~~ of determining, through the use of a processor, the performance of an advertisement, the method comprising:

collecting a plurality of input data points;

collecting a plurality of outcome data points; and

calculating ~~one or more~~ performance scores based upon the input data points and the output outcome data points;

wherein the input data points include one or more of data points about an advertisement description, data points about a creative description, and data points about a user description, and wherein the outcome data points include one or more of data points about user opinions to identify a judgment of the user and data points about user experience to identify how enjoyable or annoying the advertisement was to the user.

2. (Canceled)

3. (Currently Amended) The computer readable medium ~~method~~ of claim 1, wherein the one or more performance scores are accessible to an Evaluator through a computer-based application.

4. (Currently Amended) The computer readable medium ~~method~~ of claim 1, wherein the data points are accessible to an Evaluator through a computer-based application.

5. (Currently Amended) The computer readable medium ~~method~~ of claim 1, wherein the performance scores include a composite performance score which is calculated using one or more of:

    a performance score calculated using data points about user experience;

a performance score calculated using data points about user opinions;

    a performance score calculated using data points about advertisement relevance;

    a performance score calculated using data points about an advertiser brand;

    a performance score calculated using data points about a web-site brand; and

    a performance score calculated using data points about user interest.

6. (Currently Amended) The computer readable medium method of claim 1, wherein the performance scores include a performance score calculated using the data points about user experience.

7. (Currently Amended) The computer readable medium method of claim 1, wherein the performance scores include a performance score calculated using the data points about user opinions.

8. (Currently Amended) The computer readable medium method of claim 1, wherein the performance scores includes a performance score calculated using data points about objective criteria.

9. (Currently Amended) The computer readable medium method of claim 1 further comprising:

    displaying a survey concerning the advertisement to one or more users;

    collecting the results of the survey; and

    calculating at least one of the performance scores based on the survey results.

10. (Currently Amended) The computer readable medium method of claim 9, wherein the survey is presented to the one or more users as a pop-up window.

11. (Currently Amended) The computer readable medium method of claim 9, wherein the survey is accessed by the user via a link associated with the advertisement.

12. (Currently Amended) The computer readable medium method of claim 9, wherein the survey solicits text comments.

13. (Currently Amended) The computer readable medium method of claim 12, wherein the text comments are viewable by an Evaluator.

14. (Currently Amended) The computer readable medium method of claim 9, wherein a performance score calculated using the data points about user experience is calculated using the survey.

15. (Currently Amended) The computer readable medium method of claim 12, further comprising:

analyzing the text comments to identify key words;  
style="padding-left: 40px;">assigning numeric values to the identified key words; and  
style="padding-left: 40px;">calculating a performance score calculated using the data points about user opinions, said performance score based at least in part on the numeric values.

16. (Currently Amended) The computer readable medium method of claim 12, wherein the text comments are viewable by an Evaluator.

17. (Currently Amended) The computer readable medium method of claim 1, wherein the data points about a user description are determined from cookies.

18. (Currently Amended) The computer readable medium ~~method~~ of claim 1, wherein the data points about an advertisement description are downloadable from one or more external data collection databases.

19. (Currently Amended) The computer readable medium ~~method~~ of claim 1, wherein the data points about a creative description are downloadable from one or more external data collection databases.

20. (Currently Amended) A computer readable medium ~~containing a computer application stored on a computer readable medium and executed by a processor, the computer application capable of evaluating an advertisement, the application comprising:~~

data collecting means for collecting a plurality of data points about objective criteria regarding the advertisement;

data collecting means for collecting a plurality of data points about user opinions regarding the advertisement;

data collecting means for collecting a plurality of data points about user experience regarding the experience of one or more users that have viewed the advertisement;

data collecting means for collecting a plurality of data points about an advertisement description regarding characteristics of the advertisement;

data collecting means for collecting a plurality of data points about a creative description regarding the content of the advertisement;

data collecting means for collecting a plurality of data points about a user description regarding characteristics of one or more users; and

calculating means for calculating ~~one or more~~ performance scores from the plurality of data points.

21. (Currently Amended) The computer readable medium ~~application~~ of claim 20, further comprising a means to present one or more performance scores to an Evaluator.

22. (Currently Amended) The computer readable medium application-of claim 20, further comprising means to present the data points to an Evaluator.

23. (Currently Amended) The computer readable medium application-of claim 20, wherein one of the performance scores is a composite performance score which is calculated using one or more of:

- a performance score calculated using data points about user experience;
- a performance score calculated using data points about user opinions;
- a performance score calculated using data points about advertisement relevance;
- a performance score calculated using data points about an advertiser brand;
- a performance score calculated using data points about a web-site brand; and
- a performance score calculated using data points about user interest.

24. (Currently Amended) The computer readable medium application-of claim 20, wherein one of the performance scores is a performance score calculated using the data points about user experience.

25. (Currently Amended) The computer readable medium application-of claim 20, wherein one of the performance scores is a performance score calculated using the data points about user opinions.

26. (Currently Amended) The computer readable medium application-of claim 20, wherein one of the performance scores is a performance score calculated using the data points about objective criteria.

27. (Currently Amended) The computer readable medium application-of claim 20, further comprising means to download data from external collection databases.

28. (Currently Amended) The computer readable medium application-of claim 20, further comprising:

means for displaying a survey concerning the advertisement to one or more users;

means for collecting the results of the survey; and

means for calculating one or more performance score based on the survey results.

29. (Currently Amended) The computer readable medium application-of claim 28, wherein the survey is displayed to the one or more users as a pop-up window.

30. (Currently Amended) The computer readable medium application-of claim 28, wherein the survey is accessed by the user via a link associated with the advertisement.

31. (Currently Amended) The computer readable medium application-of claim 28, wherein the survey solicits text comments.

32. (Currently Amended) The computer readable medium application-of claim 31, wherein the text comments are viewable by an Evaluator.

33. (Currently Amended) The computer readable medium application-of claim 32 further comprising:

analyzing means for analyzing the text comments to identify key words;

assigning means for assigning numeric values to the identified key words; and

calculating a performance score calculated using the data points about user opinions, said performance score based at least in part on the numeric values.

34. (Currently Amended) The computer readable medium application-of claim 20, further comprising cookie inspection means for determining the data points about a user description from cookies.

35. (Currently Amended) The computer readable medium application-of claim 27, wherein the data points about an advertisement description are downloaded from the one or more external data collection databases.

36. (Currently Amended) The computer readable medium application-of claim 27, wherein the data points about a creative description are downloaded from the one or more external data collection databases.

37. (New) The computer readable medium of claim 1, wherein the data points about user opinions to identify a judgment of the user comprise at least one of:

data points about user opinions regarding the relevance of the subject matter of the advertisement;

data points about user opinions regarding the impact of an advertisement on the user's opinion of the advertiser or media owner;

data points about user opinions regarding the advertiser or media owner; and

data points about user opinions regarding the user's interest in the subject matter of the advertisement.

38. (New) The computer readable medium of claim 20, wherein the data points about user opinions regarding the advertisement comprise at least one of:

data points about user opinions regarding the relevance of the subject matter of the advertisement;

data points about user opinions regarding the impact of an advertisement on the user's opinion of the advertiser or media owner;

data points about user opinions regarding the advertiser or media owner; and

data points about user opinions regarding the user's interest in the subject matter of the advertisement.